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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD JANUARY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry opened 1987 with the best January in history, reports the Association of Home Appliance Manufacturers (AHAM).

Almost 4.1 million major appliances were shipped during the month, surpassing last January's previous high by nearly one-half million units. Total shipments were up 13.4%.

"January's performance has the industry off and running toward another strong year, following last year's 45-million-unit record," comments AHAM President Robert Holding.

Six of the eleven appliances showed double-digit increases in shipments during the month, compared to the same period one year earlier.

Shipments of microwave ovens (over 1.3 million units) and disposers (448,900 units) were the highest monthly totals ever recorded for these appliances, and three other products registered new shipment highs for January: automatic washers (505,600 units), dryers (434,900 units) and dishwashers (337,300 units).

Home comfort appliance shipments increased by 27.2% over the same period a year ago as field inventories began to rebuild for the warm season ahead.

(MORE)

This year's shipments are expected to approximate last year's high levels for all products except microwave ovens. After several years of explosive growth, the increasingly saturated market will begin to slow.

According to industry estimates, the percentage of U.S. households owning a microwave oven is approaching two-thirds and will increase to nearly three-fourths by year-end.

The current industry outlook for 1987 calls for a second-best year, with shipments surpassing 43.1 million units.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1987

	JANUARY 1987	JANUARY 1986	% Change
ALL MAJOR APPLIANCES*	**4,082.4**	**3,601.0**	**13.4%**
COOKING - TOTAL	**1,599.0**	**1,336.6**	**19.6%**
ELECTRIC RANGES - TOTAL	282.3	265.5	6.3%
Free Standing	227.6	219.2	3.8%
Built-In	54.7	46.3	18.1%
MICROWAVE OVENS/RANGES**	1,332.1	1,086.9	22.6%
HOME LAUNDRY - TOTAL	**940.5**	**866.1**	**8.6%**
AUTOMATIC WASHERS	505.6	489.6	3.3%
DRYERS - TOTAL	434.9	376.4	15.5%
Electric	341.7	293.4	16.5%
Gas	93.2	83.0	12.3%
KITCHEN CLEAN UP - TOTAL	**804.6**	**718.4**	**12.0%**
DISPOSERS	448.9	384.7	16.7%
DISHWASHERS - TOTAL	337.3	318.9	5.8%
Built-In	312.8	295.4	5.9%
Portable	24.5	23.5	4.3%
COMPACTORS	18.5	14.8	25.0%
FOOD PRESERVATION - TOTAL	**557.7**	**538.1**	**3.6%**
REFRIGERATORS	473.8	448.4	5.7%
FREEZERS - TOTAL	84.0	89.7	-6.4%
Chest	45.7	47.8	-4.4%
Upright	38.3	42.0	-8.8%
HOME COMFORT - TOTAL	**180.5**	**141.9**	**27.2%**
ROOM AIR CONDITIONERS	154.8	131.2	18.0%
DEHUMIDIFIERS	25.7	10.6	142.5%
GAS RANGES***	181.3	148.4	22.2%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	14,171	13,854
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,282	3,258
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,666
Built-In	817	881	756	555	498	417	563	577	574	598	591	592
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	11,081	10,785
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	9,628	9,712
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,480	5,580
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,480	5,580
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,148	4,132
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,263	3,233
Gas	736	757	768	682	640	584	672	754	834	936	885	899
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,154	8,238
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,186	4,186
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	3,785	3,874
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,540	3,633
Portable	651	586	504	384	291	214	262	246	248	255	245	241
COMPACTORS	277	300	293	235	191	148	157	182	177	194	183	178
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,814	7,275	7,316	7,733	7,709	7,776
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,480	6,537
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,229	1,239
Chest	852	835	1,039	963	889	726	702	650	634	661	643	643
Upright	746	686	902	789	717	614	639	631	602	561	586	596
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,515	3,590
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,000	3,060
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	515	530
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	43,176	43,171
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of November, 1986
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories